

1 of 4

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

CLIENT: MIKE PENCE FOR GOVERNOR SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$450.00	08/14-08/17	4	1	4	\$1,800.00	
	2	M-F	6A-7A		NEWS Buyline Comment: NEWS	:30	\$450.00	08/20-08/24	3	1	3	\$1,350.00
	3	M	6A-7A	NEWS Buyline Comment: NEWS	:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
	4	TU-F	7A-8A		EARLY SHOW1 Buyline Comment: EARLY SHOW1	:30	\$350.00	08/14-08/17	2	1	2	\$700.00
	5	M-F	7A-8A	EARLY SHOW1 Buyline Comment: EARLY SHOW1	:30	\$350.00	08/20-08/24	3	1	3	\$1,050.00	
	6	TU-F	11A-12P		PRICE IS RIGHT Buyline Comment: PRICE IS RIGHT	:30	\$450.00	08/14-08/17	3	1	3	\$1,350.00
	7	M-F	11A-12P	PRICE IS RIGHT Buyline Comment: PRICE IS RIGHT	:30	\$450.00	08/20-08/24	2	1	2	\$900.00	
	8	M	11A-12P		PRICE IS RIGHT Buyline Comment: PRICE IS RIGHT	:30	\$450.00	08/27-08/27	1	1	1	\$450.00
	9	TU-F	12P-1230P	NEWS Buyline Comment: NEWS	:30	\$650.00	08/14-08/17	1	1	1	\$650.00	
	10	M-F	12P-1230P		NEWS Buyline Comment: NEWS	:30	\$650.00	08/20-08/24	1	1	1	\$650.00

Station WISH-TV INDIANAPOLIS, IN
 Advertiser () MIKE PENCE FOR GOVE
 Product MIKE PENCE
 Estimate# 2593
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2593
 Flight Dates 08/14/2012 - 08/27/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
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 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	12P-1230P	NEWS	:30	\$650.00	08/27-08/27	1	1	1	\$650.00	
				Buyline Comment: NEWS								
	12	TU-F	530P-6P	NEWS	:30	\$600.00	08/14-08/17	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	13	M-F	530P-6P	NEWS	:30	\$600.00	08/20-08/24	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	14	TU-F	6P-630P	NEWS	:30	\$600.00	08/14-08/17	4	1	4	\$2,400.00	
				Buyline Comment: NEWS								
	15	M-F	6P-630P	NEWS	:30	\$600.00	08/20-08/24	4	1	4	\$2,400.00	
				Buyline Comment: NEWS								
	16	M	6P-630P	NEWS	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	17	TU-F	7P-730P	INSIDE EDITION	:30	\$550.00	08/14-08/17	2	1	2	\$1,100.00	
				Buyline Comment: INSIDE EDITION								
	18	M-F	7P-730P	INSIDE EDITION	:30	\$550.00	08/20-08/24	1	1	1	\$550.00	
				Buyline Comment: INSIDE EDITION								
	19	TU-F	730P-8P	TONIGHT	:30	\$600.00	08/14-08/17	2	1	2	\$1,200.00	
				Buyline Comment: TONIGHT								
	20	M-F	730P-8P	TONIGHT	:30	\$600.00	08/20-08/24	3	1	3	\$1,800.00	
				Buyline Comment: TONIGHT								
	21	M	730P-8P	TONIGHT	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
				Buyline Comment: TONIGHT								

3 of 4

Rep Firm	
Sales Office () PHILADELPHIA
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Salesperson Phone#	215-567-6005
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	11P-1135P	Buyline Comment: LATE NEWS	:30	\$900.00	08/14-08/17	4	1	4	\$3,600.00	
	23	M-F	11P-1135P	Buyline Comment: LATE NEWS	:30	\$900.00	08/20-08/24	4	1	4	\$3,600.00	
	24	SA	6A-9A	Buyline Comment: DAYBREAK	:30	\$250.00	08/18-08/25	1	2	2	\$500.00	
	25	SA	6P-7P	Buyline Comment: NEWS	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
	26	SA	7P-8P	Buyline Comment: ENT TONIGHT	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
	27	SA	11P-1130P	Buyline Comment: LATE NEWS	:30	\$600.00	08/18-08/25	1	2	2	\$1,200.00	
	28	SU	6A-9A	Buyline Comment: DAYBREAK	:30	\$200.00	08/19-08/19 08/26-08/26	1 2	1 1	1 2	\$600.00	
	29	SU	9A-1030A	Buyline Comment: SUN MORNING	:30	\$900.00	08/19-08/26	1	2	2	\$1,800.00	
	30	SU	11P-1130P	Buyline Comment: LATE NEWS	:30	\$900.00	08/19-08/26	1	2	2	\$1,800.00	
	31	W	8P-9P	Buyline Comment: BIG BROTHER RATE CHNG	:30	\$1,500.00	08/15-08/15	1	1	1	\$1,500.00	
	32	SA	4P-7P	Buyline Comment: COLTS PRESEASON	:30	\$6,500.00	08/25-08/25	1	1	1	\$6,500.00	

Station WISH-TV INDIANAPOLIS, IN	Agency () STRATEGIC MEDIA PLACEMENT	Rep Firm
Advertiser () MIKE PENCE FOR GOVE	7669 STAGERS LOOP	Sales Office () PHILADELPHIA
Product MIKE PENCE	DELAWARE, OH 43015	Salesperson () KATE BRADY
Estimate# 2593	Agency C/P1/P2/E //2593	
Buyer WHITNEY EVERSOLE	Flight Dates 08/14/2012 - 08/27/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	TU-F	9A-10A		:30	\$100.00	08/14-08/17	1	1	1	\$100.00	
Buyline Comment: INDY STYLE												
ADD TO SKED												

---REPORT TOTALS---

Report Totals: 68 / \$45,050.00

---SALES MONTHLY TOTALS---

Aug 12:	63 / \$42,300.00	Sep 12:	5 / \$2,750.00
Sales Totals:	68 / \$45,050.00		
Station Totals:	68 / \$45,050.00		
Lines not sent/rcld/rtrn:	0 / \$0.00		

---COMPETITIVE---

Market Totals	\$139,431	CABL	0%	WISH	32%	WNDY	0%	WRTV	19%	WTHR	28%
		WTTV	1%	WXIN	17%						

---COMPETITIVE COMMENTS---

COMP UPDATED

Books	null
Demos	RA35+

---CREDIT RISK---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 08/13/12-08/30/12

Station	Advertiser	Product	Estimote	Inventory	Description	Time Period	Length	Date	Air Time	Day	Code	Place	Rate	Ad-ID	MG	MG Info
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Alt Order #: 06841108

WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/14/12	6:35:50 AM	Daybreak @ 6	\$450.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE	2593	Price Is Right	1058-12p	:30	08/14/12	10:58:26 AM	Price Is Right	\$450.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 530p	530-6p	:30	08/14/12	5:40:03 PM	News 8 @530	\$600.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/14/12	5:59:00 PM	News 8 @6	\$600.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/14/12	11:23:40 PM	News 8 @6	\$900.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/15/12	5:59:00 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 530p	530-6p	:30	08/15/12	5:40:01 PM	News 8 @530	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Entertainment Tonight	728-8p	:30	08/15/12	7:34:20 PM	M-F 730-8p	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Wednesday 8-9p	758-9p	:30	08/15/12	7:58:56 PM	Wed Hour 1	\$1,500.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/15/12	11:15:48 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/16/12	6:05:27 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	CBS This Morning @7a	7-8a	:30	08/16/12	7:36:08 AM	CBS This Morning	\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Price Is Right	1058-12p	:30	08/16/12	11:29:11 AM	Price Is Right	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/16/12	6:11:59 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/16/12	6:19:41 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Inside Edition	658-730p	:30	08/16/12	6:58:56 PM	M-F 7-730p	\$550.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/16/12	11:07:59 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/17/12	6:51:54 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	CBS This Morning @7a	7-8a	:30	08/17/12	7:59:26 AM	CBS This Morning	\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Indy Style	858-10a	:30	08/17/12	9:48:22 AM	Indy Style	\$100.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Price Is Right	1058-12p	:30	08/17/12	11:59:23 AM	Price Is Right	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Noon News	1158a-1230p	:30	08/17/12	12:23:18 PM	Noon News	\$650.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/17/12	6:29:11 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Inside Edition	658-730p	:30	08/17/12	6:59:26 PM	M-F 7-730p	\$550.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Entertainment Tonight	728-8p	:30	08/17/12	7:34:05 PM	M-F 730-8p	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/17/12	11:07:59 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 Weekend	558-7p	:30	08/18/12		News 8 Weekend	\$400.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	ET Weekend	658-8p	:30	08/18/12		Sat 7p-8p	\$400.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak Saturday	558-9a	:30	08/18/12		Daybreak Saturd	\$250.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @11 Saturday	11-1135p	:30	08/18/12	11:33:41 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	CBS Sunday Morning	858-1030a	:30	08/19/12		CBS Sunday Mor	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak Sunday	558-9a	:30	08/19/12		Daybreak Sunda	\$200.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 Sunday	11-1130p	:30	08/19/12	11:06:28 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Price Is Right	1058-12p	:30	08/20/12		Price Is Right	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/20/12	5:59:00 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/20/12	11:34:26 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/21/12	6:27:28 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	CBS This Morning @7a	7-8a	:30	08/21/12	7:59:26 AM	CBS This Morning	\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Price Is Right	1058-12p	:30	08/21/12	10:59:26 AM	Price Is Right	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 530p	530-6p	:30	08/21/12	5:57:30 PM	News 8 @530	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/21/12	6:13:29 PM	News 8 @6	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Entertainment Tonight	728-8p	:30	08/21/12	7:47:15 PM	M-F 730-8p	\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @ 11 M-F	11-1135p	:30	08/21/12	11:15:48 PM	News 8 @6	\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	Daybreak @ 6	558-7a	:30	08/22/12	6:42:57 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	CBS This Morning @7a	7-8a	:30	08/22/12	7:28:56 AM	CBS This Morning	\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE	2593	News 8 @6	558-630p	:30	08/22/12	5:58:00 PM	News 8 @6	\$600.00			

[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All, 08/13/12-08/30/12

Station	Advertiser	Product	Estim	Order Inventory	Descr	Time Period	Length	Date	Air Time	Inv. Code	Place	Rate	Ad-ID	MG	MG Info
Alt Order #: 06841106															
WISH	POL/Mike Pence for GMIKE PENCE	2593 Entertainment Tonight				728-8p	:30	08/22/12	7:47:00 PM	M-F	730-8p	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @ 11 M-F				11-1135p	:30	08/22/12	11:16:18 PM	MLN	M-F	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Daybreak @ 6				558-7a	:30	08/23/12	5:59:30 AM	Daybreak	@ 6	\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 CBS This Morning @ 7a				7-8a	:30	08/23/12	7:29:26 AM	CBS This Morning		\$350.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Noon News				1158a-1230p	:30	08/23/12	12:11:34 PM	Noon News		\$650.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @ 530p				530-6p	:30	08/23/12	5:28:25 PM	News 8 @530		\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Inside Edition				658-730p	:30	08/23/12	7:21:42 PM	M-F	7-730p	\$550.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Entertainment Tonight				728-8p	:30	08/23/12	7:40:10 PM	M-F	730-8p	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @ 11 M-F				11-1135p	:30	08/23/12	11:31:46 PM	11p News SP	SP	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @6				558-630p	:30	08/24/12	6:12:59 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Colts Pre Season				(4:00:00 PM-7:	:30	08/25/12		Colts Pre Season		\$6,500.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Daybreak Saturday				558-9a	:30	08/25/12	7:13:15 AM	Daybreak Saturd		\$250.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @11 Saturday				11-1135p	:30	08/25/12	11:06:07 PM	MLN	Sa	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Daybreak Sunday				558-9a	:30	08/26/12	6:13:33 AM	Daybreak Sunday		\$200.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 CBS Sunday Morning				558-9a	:30	08/26/12	7:44:51 AM	Daybreak Sunday		\$200.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 CBS Sunday Morning				858-1030a	:30	08/26/12	9:35:30 AM	CBS Sunday Mor		\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @ 11 Sunday				11-1130p	:30	08/26/12	11:25:12 PM	MLN	Su	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Daybreak @ 6				558-7a	:30	08/27/12	6:36:10 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Price Is Right				1058-12p	:30	08/27/12	11:59:13 AM	Price Is Right		\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Noon News				1158a-1230p	:30	08/27/12	12:23:13 PM	Noon News		\$650.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 News 8 @6				558-630p	:30	08/27/12	6:20:41 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE	2593 Entertainment Tonight				728-8p	:30	08/27/12	7:40:10 PM	M-F	730-8p	\$600.00			
												\$45,050.00			
												\$45,050.00			

[Filtered by:] [Sorted by: Alt Order #]